

BTTMN-404

International Tourism

Programme: Bachelor of Tourism and Travel Management (BTTM-23)**Year/Semester:** 4th Semester**Objective:** To equip the students with the necessary knowledge of International Tourism trends and the related aspects, so that they could deal with planning, marketing or management of Tourism efficiently.

Block-1 Contemporary Trends in International Tourism	
Unit-1	Global Tourist Traffic Trends and Receipt Patterns over the Years
Unit-2	Regional Distribution of International Tourist Traffic and Tourism Receipts, Regional Disparities and Tourism Development Gaps
Unit-3	Dynamics of Tourist Outflows from Leading Tourism Market Countries - U.S.A. Germany, U.K. France, Spain, Italy, Canada, Japan and Australia with Special Reference to the Target Destinations and Tourist Demand Patterns.
Unit-4	Tourist Inflow Patterns to Popular Tourism Destinations- USA, France, Spain, Italy, China, Austria, Switzerland and Australia
Block-2 International Tourism in SAAR Region with Special Reference to India	
Unit-5	State of International Tourism patterns in Pakistan, Nepal and Bhutan
Unit-6	Performance of Bangla Desh, Sri Lanka and Maldives in International Tourism
Unit-7	India's Place in International Tourism in Inbound and Outbound Perspectives
Unit-8	Geographic, Demographic and Psychographic Segmentation of Effective and Potential International Tourism Markets in India
Unit-9	Emerging Trends of 'Ethnic', 'Rural', 'Eco', 'Medical', 'Adventure' and 'MICE' Tourism for inter-regional tourism promotion
Block-3 Role and Contribution of Leading International Organizations in the Promotion of Tourism	
Unit-10	UNWTO
Unit-11	WTTC
Unit-12	PATA

<p style="text-align: center;">Block-4 Some Key Perspectives of International Tourism</p>	
Unit-13	Impact of Major Political, Economic and Environmental Happenings on International Tourism
Unit-14	International Tourism in future perspective: Projections made by UNWTO and other Institutions
Unit-15	International Tourism, Global Understanding, World Peace and Communal Harmony
Unit-16	Measurement of Tourist Traffic and Receipt Patterns - Measurement Techniques and their Limitations